

WHITNEY

Whitney Museum
of American Art
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MEDIA ALERT

WHITNEY MUSEUM LAUNCHES A LIMITED-EDITION RETAIL COLLECTION WITH BRAND LIVE THE PROCESS



The exclusive four-piece dancewear collection is now available at shop.whitney.org in honor of Edges of Ailey on view at the Whitney until February 9!

New York, NY, January 27, 2025 — The Whitney Museum of American Art launches a capsule collection of dancewear with the New York-based brand and wellness community Live The Process. This limited-edition four-piece collaboration is a celebration *Edges of Ailey*, the exhibition honoring the life, dances, influences, and enduring legacy of visionary artist and choreographer Alvin Ailey, on view at the Museum through February 9. The Live The Process brand DNA embodies a dancer's silhouette and breadth of movement for American-made activewear with a poetic sensibility. Each piece in the capsule is a limited-edition style featuring external tags commemorating the exhibit, rendered in essential black and perfected fits. The collection is available online at shop.whitney.org, in person at the Museum store, and at livetheprocess.com.

A promotional video and images accompany this collaboration and can be found [here](#).



Product Details

All products can be purchased online at shop.whitney.org, in person at the Museum store, and at livetheprocess.com.

Headband

Designed for the Whitney Museum of American Art X Live The Process collaboration honoring *Edges of Ailey* (on view through February 9), this is a twisted take on the classic headband. Featuring a limited-edition tag commemorating the collaboration, this headband is crafted from a super soft, four-way stretch, sweat-wicking sport fabric that maintains its shape and hold over time.

Retail: \$25

Product Link: shop.whitney.org/products/headband-live-the-process

Corset Leotard

Designed for the Whitney Museum of American Art X Live The Process collaboration honoring *Edges of Ailey* (on view through February 9), this leotard is the perfect rendition of a dancer's essential. With delicate spaghetti straps and a sculpted bodice, this ultra-layerable piece is crafted from a super soft, four-way stretch, sweat-wicking sport fabric that maintains its shape and hold over time.

Retail: \$135

Product Link: shop.whitney.org/products/leotard-live-the-process

Astra Shrug

Designed for the Whitney Museum of American Art X Live The Process collaboration honoring *Edges of Ailey* (on view through February 9), this shrug is an essential on-the-go companion you've been craving. Inspired by classic ballet warmup attire, it offers lightweight warmth and effortless, graceful layering.

Retail: \$105

Product Link: shop.whitney.org/products/shrug-live-the-process

Leg Warmer

Designed for the Whitney Museum of American Art X Live The Process collaboration honoring *Edges of Ailey* (on view through February 9), this is the ultimate contemporary take on a classic ballet essential, done in a soft, micro rib knit, with a heel cutout for the utmost comfort and functionality.

Retail: \$75

Product Link: shop.whitney.org/products/leg-warmer-live-the-process

PRESS CONTACT

For press materials and image requests, please visit our press site at whitney.org/press or contact:

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ABOUT THE WHITNEY

The Whitney Museum of American Art, founded in 1930 by the artist and philanthropist Gertrude Vanderbilt Whitney (1875–1942), houses the foremost collection of American art from the twentieth and twenty-first centuries. Mrs. Whitney, an early and ardent supporter of modern American art, nurtured groundbreaking artists when audiences were still largely preoccupied with the Old Masters. From her vision arose the Whitney Museum of American Art, which has been championing the most innovative art of the United States for ninety years. The core of the Whitney’s mission is to collect, preserve, interpret, and exhibit American art of our time and serve a wide variety of audiences in celebration of the complexity and diversity of art and culture in the United States. Through this mission and a steadfast commitment to artists, the Whitney has long been a powerful force in support of modern and contemporary art and continues to help define what is innovative and influential in American art today.

Whitney Museum Land Acknowledgment

The Whitney is located in Lenapehoking, the ancestral homeland of the Lenape. The name Manhattan comes from their word Mannahatta, meaning “island of many hills.” The Museum’s current site is close to land that was a Lenape fishing and planting site called Sapponckanikan (“tobacco field”). The Whitney acknowledges the displacement of this region’s original inhabitants and the Lenape diaspora that exists today.

As a museum of American art in a city with vital and diverse communities of Indigenous people, the Whitney recognizes the historical exclusion of Indigenous artists from its collection and program. The Museum is committed to addressing these erasures and honoring the perspectives of Indigenous artists and communities as we work for a more equitable future. To read more about the Museum’s Land Acknowledgment, [visit the Museum’s website](#).

VISITOR INFORMATION

The Whitney Museum of American Art is located at 99 Gansevoort Street between Washington and West Streets, New York City. Public hours are Monday, Wednesday, and Thursday, 10:30 am–6 pm; Friday, 10:30 am–10 pm; and Saturday and Sunday, 10:30 am–6 pm. Closed Tuesday. Visitors twenty-five years and under and Whitney members: FREE. The Museum offers FREE admission and special programming for visitors of all ages every Friday evening from 5–10 pm and on the second Sunday of every month.

Image credit:

Dakota Moore-Lizotte. *Edges of Ailey* (Whitney Museum of American Art, New York, September 25, 2024-February 9, 2025). Courtesy the Whitney Museum of American Art, New York. Video still by Nick Riley Bentham and Andrew Amine.

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